Permit #F00025991

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00025991 **Type of Permit:** FILMING **Release Date:** 03/19/2010

**Production Company** HELIMAX

**Insured Company Name** HELIMAX
Contact Phone No. 1 650-248-5011
Contact Phone No. 2
Fax
Address 3522 RIDGESTON DR
GARLAND, Texas 75040

**Production Title** REEBOK

**Type of Production** TV Webisode/Mobisode/Podcast

**Producer** JOE MARSHALL

**Director** BEN JONES

**1st AD** N/A N/A

**Production Manager** MARK BERGER

**FilmL.A. Coordinator** Asia Robinson

**Location Manager** MARK BERGER
Primary Phone Mobile - 650-248-5011
Secondary Phone

**Location Assistant** N/A N/A
Primary Phone Mobile - NA N/A
Secondary Phone

### Fees

| | |
|---|---|
| Permit Delivery Fee | $55.00 |
| FILMLA FILM APPLICATION FEE | $625.00 |
| LA CITY DEPT OF REC AND PARKS - FILM USE FEE | $450.00 |
| LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE | $85.00 |

**Total Permit Fee** $1,215.00

**Number of Locations** 1

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## Summary Information — Location



**Permit Number** F00025991
**Production Company** HELIMAX
**Insured Company** HELIMAX
**Production Title** REEBOK

**Location Manager** MARK BERGER
Primary Phone Mobile - 650-248-5011
Secondary Phone

**Location Address** OCEAN FRONT WALK, WASHINGTON BL-WINDWARD, VENICE, CA, 90291

**Location Names**

**Location Type** Pedestrian walkway

**Location Description**

**Film Dates** 3/21/2010 - 3/21/2010 15:00 - 19:00

**Open or Closed to the Public** Open

**Generic Conditions**
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

**Please see attached documents**
Venice Beach Lots.PDF
Microsoft Word - Boardwalk Restrictions.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| Cast/Crew vehicles | 4 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 1 |
| Crew | 4 |

**Filming Activities** Exterior Dialogue; Exterior establishing shots; Handheld equipment;

**Jurisdiction**
**Political:** Los Angeles City - Council District 11
**Police:** Los Angeles Police Department
**Fire:** Los Angeles City

**Location Notes**

**Coordinator Note** NO PARK MONITOR REQUIRED

**Parking**

**Base Camp**
Location Type : LA County Parking lot
Street : PCI WASHINGTON LOT

**Crew Parking**
Location Type : LA County Parking lot
Street : PCI WASHINGTON LOT

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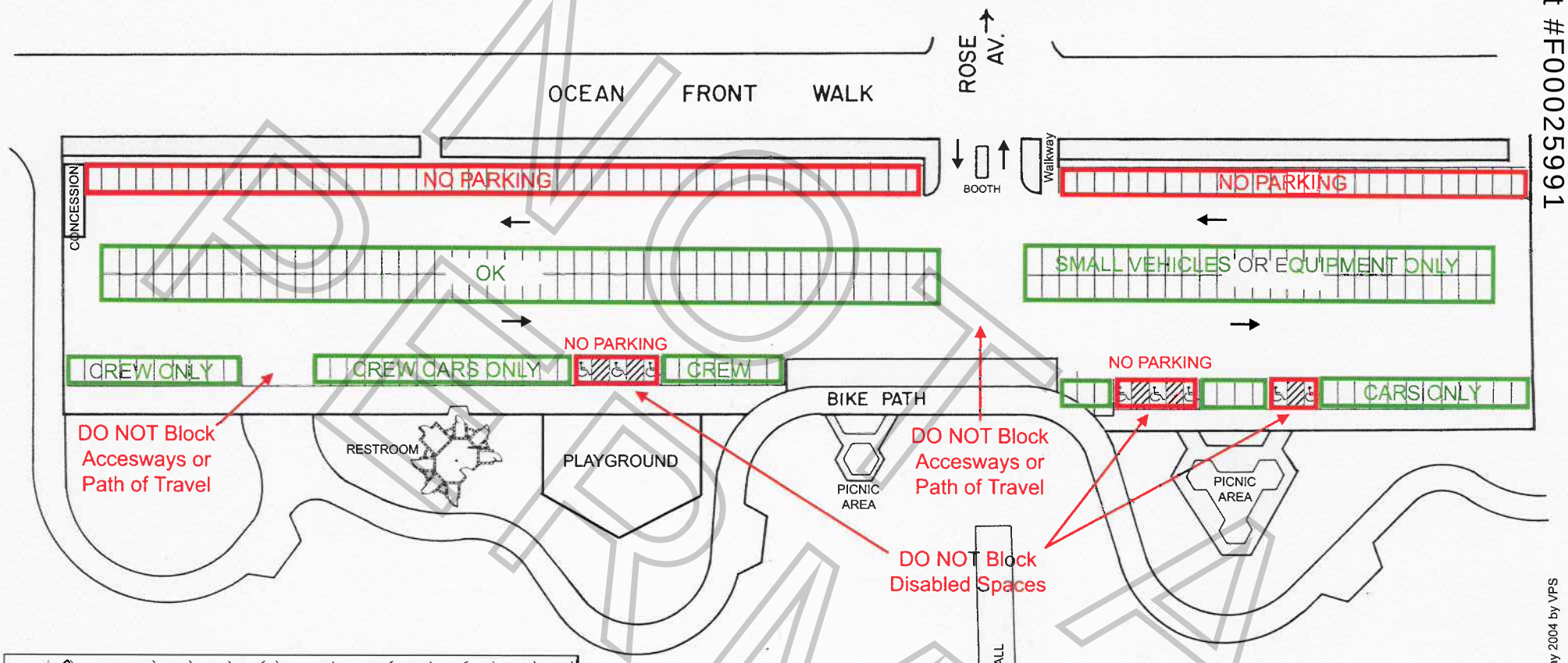
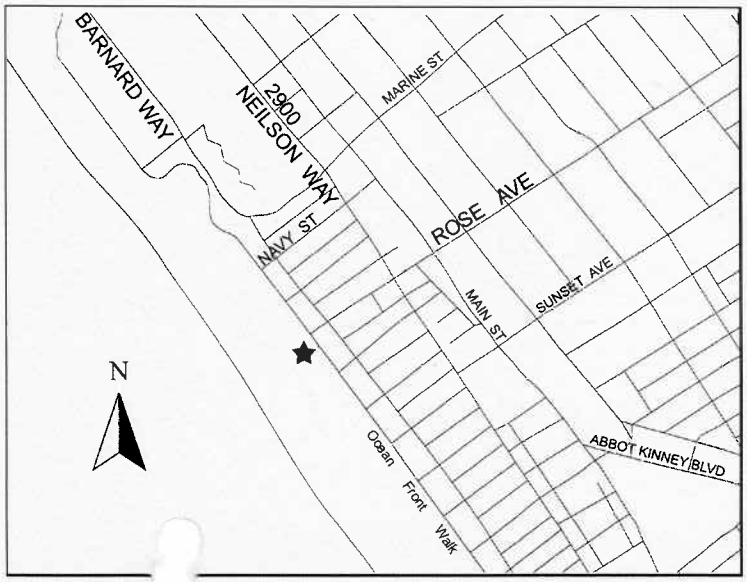
# VENICE CITY BEACH
# ROSE AVE PARKING LOT - FILMING AREAS

Permit #F00025991




Filming delineations May 2004 by VPS

Map not to scale.

| | |
|---|---|
| REGULAR SPACES | 280 |
| DISABLED | 8 |
| TOTAL | 288 |

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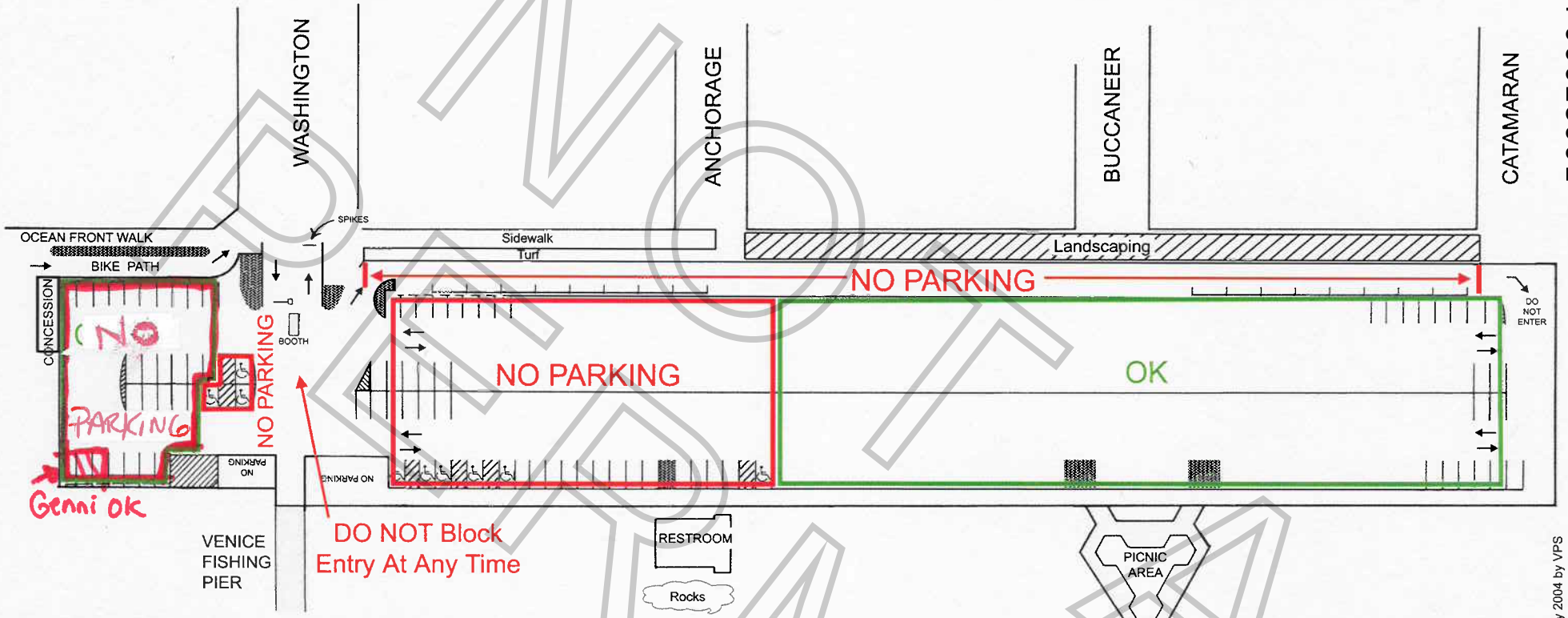
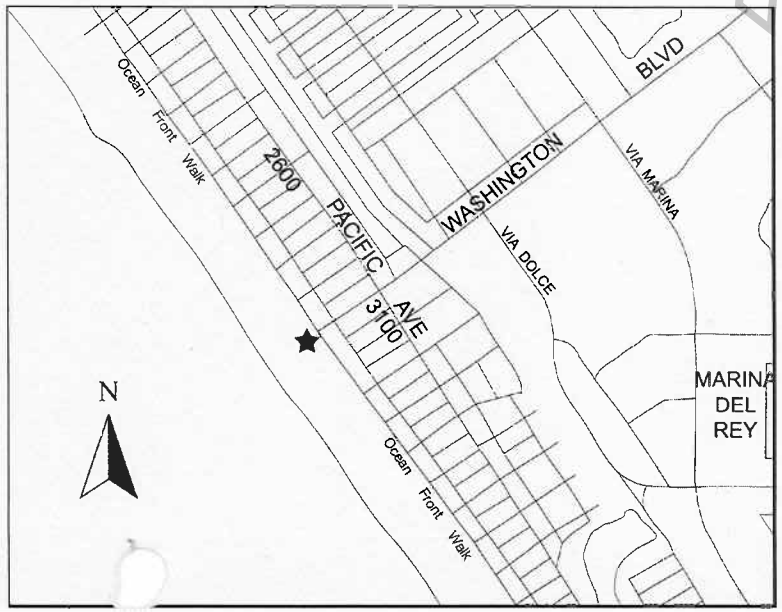
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

PERMIT

# VENICE CITY BEACH
# WASHINGTON BLVD PARKING LOT - FILMING AREAS

Permit #F00025991




Filming delineations May 2004 by VPS

| | |
|---|---|
| REGULAR SPACES | 371 |
| DISABLED | 9 |
| TOTAL | 380 |

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

Ma[illegible]t to scale.

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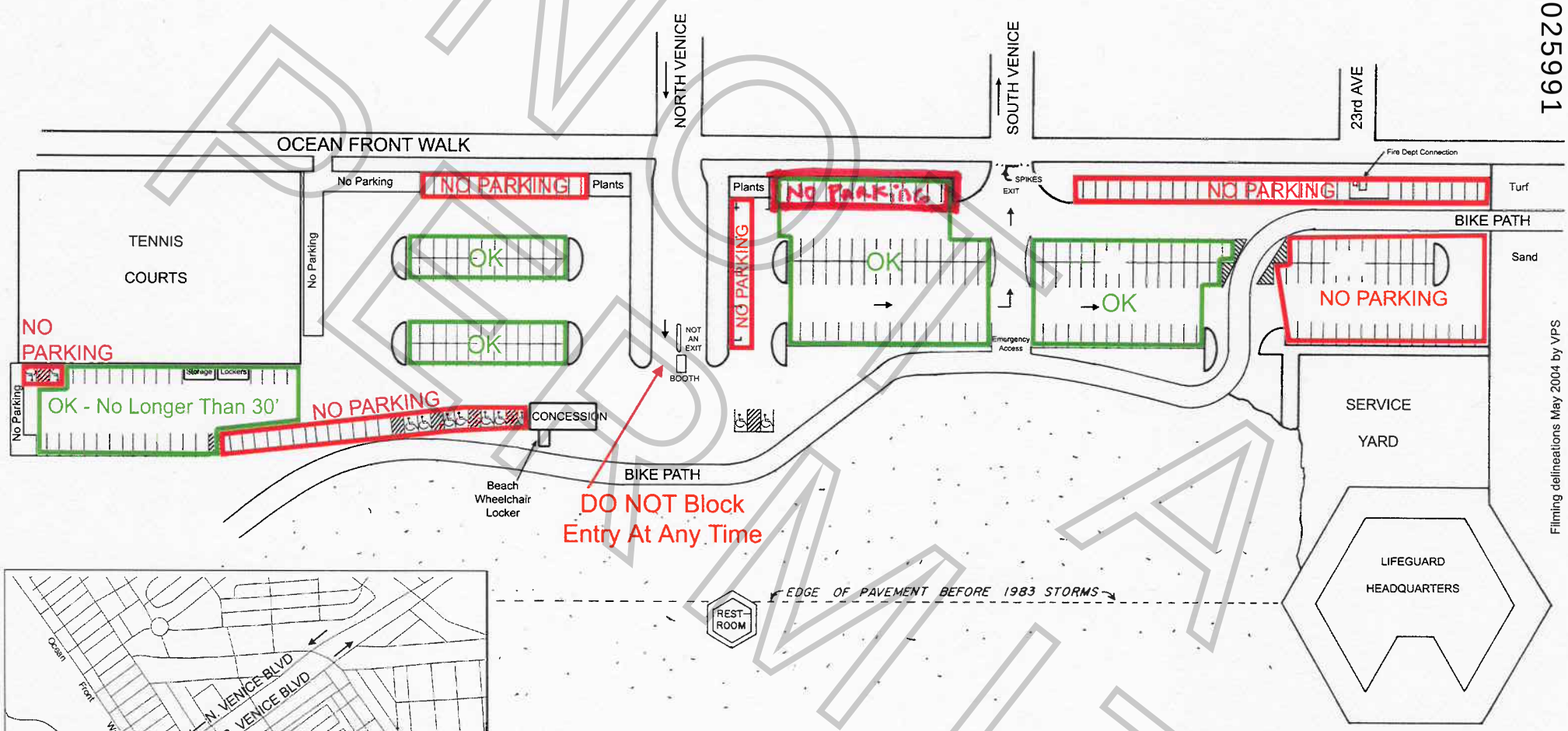
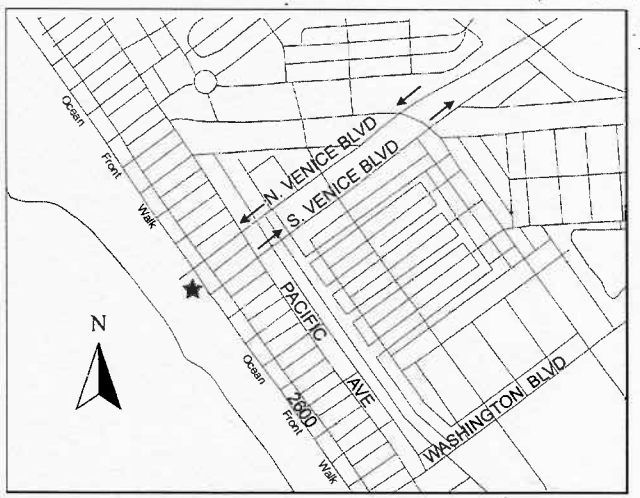
Permit #F00025991

# VENICE CITY BEACH
# VENICE BLVD PARKING LOT - FILMING AREAS




Filming delineations May 2004 by VPS

Map not to scale.

| | |
|---|---|
| REGULAR SPACES | 292 |
| DISABLED | 11 |
| TOTAL | 303 |

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 5 / 2002 by CLS

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PERMIT

Permit #F00025991

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

# Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

DRAFT

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK to film on boardwalk from Windward to Washington.
- OK to have 2 minute pedestrian control along the Boardwalk.
- Must work around maintenance activities. Wednesday is mow day. Maintenance has the right of way at all times.
- May not be on any of the taped off grassy areas. May not take down the tape or fencing for any reason, no exceptions.
- Company must be aware that Boardwalk might be a little bit more dirty with regards to high patron traffic.
- Must stay out of the Rec. Center areas at all times unless arrange payment with Rec. Center prior to filming.
- Must not interfere with the construction at the Rec. Center and on the Boardwalk near the Rec. Center.
- OK to use grassy areas adjacent to the Boardwalk.
- May not use the grassy areas from Horizon to 18th Street. These grassy areas belong to the Recreation Center.
- May not block access to the small maintenance shack in the Rose parking lot.

**F-25991**
**HELIMAX – REEBOK**
**(VENICE BOARDWALK)**

NO PERMIT